DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Centers for Disease Control and Prevention (CDC)
Atlanta GA 30333

RECEIVED
JUN 10 2003
DENISE F. KEANE

JUN 03 2003

Denise F. Keane
Philip Morris (USA)
120 Park Avenue
New York, NY 10017-5592

Dear Ms. Keane:

Pursuant to 15 U.S.C. §1341 of the Federal Cigarette Labeling and Advertising Act (FCLAA) the Centers for Disease Control and Prevention (CDC) conducts and supports research on the effects of cigarette smoking on human health. At this time we are requesting any information that you or others at your company possess regarding actual human smoking behavior for the brands of cigarettes manufactured and sold by your company in the United States.

Specifically, we request information on the following smoking behavior related issues:

- Smoking behavior (including, but not limited to, puff volume, puff frequency, puff duration, inhalation depth, between puff interval, puffs per cigarette, vent blocking, etc.) of men, women, and people of different races and ethnicities when consuming your cigarette brands.
- Intra- and inter-smoker factors you have identified that contribute to variability in any of the above mentioned measures of smoking behavior.
- Technologies, instrumentation, or analytical methods that provide you with the most accurate data on human smoking behavior for your cigarette brands.
- Subjective information (e.g., impact, irritation, and satisfaction) that you may have gained while studying smoker behavior.

The information that you send to us can be internal research or research that you have contracted to a research facility and can be published or un-published. We prefer the information be provided for each of the varieties of the brands and generic unbranded cigarettes manufactured and sold by your company. If data are not available for each variety, aggregate data for brand families is acceptable.

We appreciate the voluntary provision of this information beyond that required by the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §1331 et seq. Please reply to this letter indicating what information you are able to provide by July, 31, 2003.

Thank you for your assistance in this matter. If you have any questions, please contact Patricia Richter by telephone at (770)-488-5823 or by electronic mail at prichter@cdc.gov.

Sincerely yours,

Rosemarie Henson

Rosemarie Henson, M.S.S.W., M.P.H.
Director
Office on Smoking and Health
National Center for Chronic Disease Prevention
and Health Promotion

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